

Educational Pipeline Survey

This survey was distributed during the fall 2008 semester across multiple departments, offices, and programs as a means to start gathering data about what types of outreach and recruitment efforts for future students were being done at the university.

Key Findings:

- There are many more outreach and recruitment activities occurring at the university than was originally believed.
- These activities range from pre-kindergarten to community college students and a wide variety of diverse populations.
- The majority of the activities are focused on grades 6-12 and students from underrepresented populations (low income, first generation, students of color).

Actions Taken:

- The data gathered during this assessment has been put together in the form of a resource guide detailing existing outreach and recruitment activities. The purpose of the guide is:
 - To encourage collaboration between existing programs
 - To identify where new programs might fill outreach and recruitment gaps
 - To avoid recreating programs that are currently existing
- Future plans based on this data include:
 - Resending the survey again in September of 09 to get updates from last year respondents and gather some additional information regarding program funding and development
 - Using the survey data to help in the development of a university wide strategic outreach and recruitment plan particularly for underrepresented students
 - Identify where potential overlap exists and begin thinking about how to more effectively utilize university resources

Student Recruitment Office objective(s) associated with this assessment

- Educate future undergraduate students about the opportunities available through higher education and at the University of Utah. Specific target groups include in-state and out-of-state freshmen and transfer students, ethnically diverse students, underrepresented students, academically talented students, non-traditional students, and international students.

- Develop collaborative initiatives with colleges, departments, faculty, alumni, and members of the larger community to enhance the overall recruitment efforts of the University.